

How To Organize An Ask Me Anything (AMA)

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What Is An AMA

DESCRIPTION

A forum where a person (or persons) of note answers any questions asked by attendees. Can be in-person, online, or a hybrid.

CHARACTERISTICS

An authentic, dynamic conversation between leaders and team members. Content is structured by attendees.

BENEFITS

An open, community-centric, real-time forum for spontaneous discussion. Reduces miscommunication and increases trust.

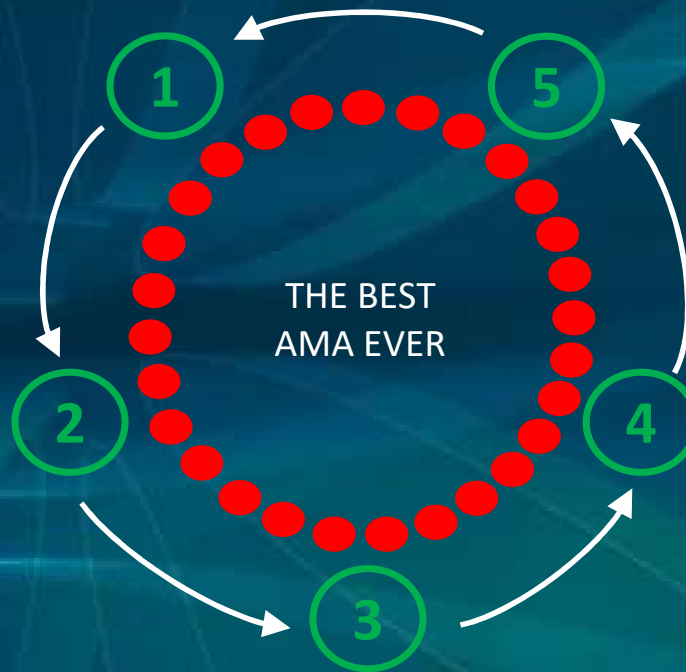
What Makes An AMA Great?

AN ENGAGED COMMUNITY

When designing the AMA, design ways to invite others into the process. Design the AMA to be as community-centric and interactive as possible.

A GOOD MODERATOR

As the moderator, be sure to communicate how the AMA will work, stimulate questions from participants, select the best questions to be answered, and keep time.



PRE-AMA PROMOTION

Before the AMA takes place, be sure to promote it and build excitement. This gives the community more time to manage their schedule to attend and ask questions in advance.

ACCESSIBLE CONTENT POST-AMA

Not everyone will be able to attend the AMA, so find a way to record the session and possibly archive the questions and answers in an easily accessible location online.

EFFECTIVE USE OF TECHNOLOGY

Broadcast the AMA to open up accessibility and interaction.

Sample AMA Format

There are many ways to shape an AMA. A sample format may look something like this:

- Introduction of AMA Leader and/or Panel Members (5) – 5 minutes
- Overview of the Purpose of today's AMA – 5 minutes
- Open Q & A – 45 minutes
- Closing Round / Reflections - 5 minutes

ROLE AS A SPEAKER

Deliberately **ROLE MODEL** behavior in alignment with the organization's values

MODEL openness, humility, and honesty

Invite feedback and **REFLECTION**

Sense the **ENERGY** in the room **Model CURIOSITY**

Reiterate the **AMA PURPOSE** to set context

Use **HUMOR** to add humanity and cut anxiety

LISTEN more than speak; share the floor

Address people by their **NAMES**

Make eye contact, **BE PRESENT** and visible

Invite **OTHERS** to respond who know better

KINDLY shift the conversation if one dominates

ROLE AS A PARTICIPANT

Ask **QUESTIONS**

CHALLENGE assumptions

Proactively **SHARE** information

Point out where you see **CONNECTIONS** and Inconsistencies

Role **MODEL** what you want to see from others

Give **FEEDBACK**